

Jean Harlow arrives in Toronto getting Official Civic Welcome. Gentlemen still prefer blondes!

CANADIAN MOVING PICTURE DIGEST

Vol. 23, No. 51

TORONTO 2, CANADA

April 16th, 1932

MERRILY WE ROLL ALONG!

TARZAN, THE APE MAN—It's a pleasure!

THE WET PARADE—The talkie that says it with thrills!

NIGHT COURT—Hold tight to your seats!

LIMPY—JACKIE COOPER and "CHIC" SALE. Immense!

LETTY LYNTON—JOAN CRAWFORD and Bob Montgomery. Swell!

HUDDLE—RAMON NOVARRO brings them romance!

AS YOU DESIRE ME—GRETA GARBO! (*Need we say more!*)

PROSPERITY—Marie DRESSLER—Polly MORAN. Prosperity is right!

METRO-GOLDWYN-MAYER

Music to Your Box-Office!

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

WE'VE GOT A MILLION OF 'EM!

A TELEGRAM from Charles A. Midelburg, Capitol Theatre, Charleston, W. Virginia

“TARZAN ended the picture business depression yesterday in a pouring rain from opening until closing Stop Tarzan broke Trader Horn opening record and would have grossed more had we been able to take care of the crowd Stop The holdout yesterday was the biggest in the history of the Capitol Theatre Stop Our patrons think it a greater picture than Trader Horn and it's the talk of the town”

TARZAN, THE APE MAN IS THE TALK OF THE INDUSTRY!

Send in your campaign to TARZAN CONTEST EDITOR, M-G-M Ad Dept., 1540 B'way, N. Y. City. 1st Prize \$100, 2nd Prize \$50, 3rd Prize \$30, 4th Prize \$20.

American Motion Pictures "Insidious Propaganda" declares Ontario Attorney-General

Canadian Moving Picture DIGEST

Established in 1915 for Exhibitors

Subscription: \$5.00 yearly

Telephone: Trinity 1481

Cable: Ontocanada

Published by Canadian Moving Picture Digest Company, Limited

259 Spadina Ave. Toronto

RAY LEWIS

Editor and Managing Director

Vol. 23, No. 51

TORONTO 2, CANADA

April 16th, 1932

WATER ON THE BRAIN!



THE entire world, from the eyes of the people, appears to be standing on its head, instead of keeping its head in a normal position, and where it will do the most good.

We have heard of the prosperity which is just "around the corner", and that "the worst is over". We have heard that the watering trough of Big Business, which inflated shares to gigantic proportions, that "Bear Raids" on the market, and the virtual collapse of market values, have been responsible for the world's present economic dilemma.

Then there is the question of unemployment, seasonal, technological, over-production, poor distribution, the rule of the capitalists, the encroachment of Fascism, Communism, the destruction of Empire Sovereignty, the gold standard, armament, war-debts, all used as scapegoats for this "whither willy-nilly business" of no business!

Some so-called financial wizards have emerged from "covering" to present optimistic statements, and some modern Jeremiahs have filled the financial streets with their lamentations, but in the entire world of Big Business, no financier comes forward with a plan, economically sound, to correct past evils and start us toward the prosperity corner! Surely men, who have been trained in the Big Business of Booms, Mergers, National and International Enterprises, men, who are equipped with a mental efficiency, capable of harnessing the natural resources of a country, its electrical energy into industrially wealth-producing mediums of service, cannot, in all the watering stock process, have permitted this water to have flooded their brain, so that all their ideas are submerged, or water-soaked into an inability to articulate?

When a human gets too much water, by going in over his depth, or an inability to swim against the current or tide, the life-savers get

the water out of him in order to start the machinery of the body into action. We are having these first aid administrators serving their own corporations, in their refinancing programs. The latest report is a voluntary, or friendly receivership for Insull Utilities, who owe the small sum of \$245,000,000.

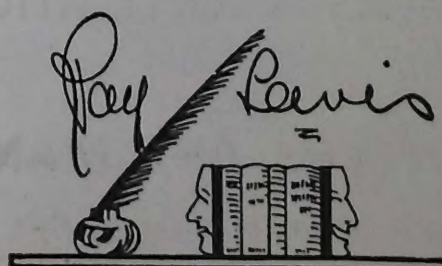
But having eliminated the water, where is the bread of sustenance, to preserve and continue life; and incidentally, who among these is courageous enough to say, "The old economic system was the best we had evolved, but at its best, it was unsound, let us abolish the old system for a new plan of operation, and where is the new and better plan?"

"THE SHOW MUST GO ON"

THOSE who have been fond of stating that we are sure of nothing but "death and taxes", are enjoying themselves immensely.

It is a great time for the pessimists, but it is also an interesting time for the optimists, for the pessimists have so much gloom to recount and gloat over, that they are going around smiling, which has an excellent effect upon the optimists, who would not dare to be gloomy over a situation which makes even a pessimist happy!

Our Industry of Motion Pictures need not "jump into the lake", or blow into space, the Brains which it possesses. This Industry which always appears to be the busiest in the world, should take advantage of the present economic strain, to offer surcease from sorrow, through Entertainment. Therefor, Showmen, remember, the curtain goes up, the show goes on, even if we, who are players have to work "against the grain."



RAY



RAY LEWIS

PRESENTS

YOU, who know your Bible, know that King Saul evoked the aid of the Witch of Endor, even though the Mighty Saul, had under penalty of death, abolished soothsayers from his kingdom.

For the Witch of Endor there was immunity from death, could she but serve Saul, invoke the spirit of the prophet Samuel to reveal to Saul, the outcome of the coming battle.

The prophecy foretold doom for Saul, since he had sown doom, and doom must be the harvest of such sowing.

The cup-readers, and psychoanalysts, phrenologists, palmists, are as flourishing today as were the soothsayers of the Bible.

Those who formerly scoffed, now pray for some light to lead them out of the darkness, but there will be no light, unless the world remains rational, unless men become retrospective, unless men tell themselves and each other the truth; and the truth is that Big Business has not only destroyed Independent Enterprise, through its monopolistic policies, but in its mergers and counter-mergers, it has built up a system of enriching a few, at the expense of many.

HAVING succeeded in building up a civilization of millionaires, these few find that they are dependent, for the preservation of their millions, upon the "buying power" of the many, but since the buying power of the many has been destroyed through the destruction of man-labour, and since Robots neither eat, drink, wear clothes, nor do they possess virtues nor vices, the pursuit, or expression of both, involving trade, the few millionaires are sitting upon their gold-heap and wondering how to get this wealth into circulation, that it may have a market, and a market value. If gold is the standard of value, then Uncle Sam is rich, richer than ever, and we in Canada, should be able to sun ourselves in the reflected glow of our wealthy cousin.

Gold is worth so much an ounce, paid in paper coinage, which represents more gold, but trading in gold for gold, appears to be poor business, what we are endeavoring to discover is how we can get some gold for our onions, with which to grow more onions or carrots, with which to get the wife a new frock, or a fur coat. You see, the poor have always known "their onions", although such knowledge may be more economically, than socially sound!

DIRECTORS, players in our Industry, and executives who, have had seven fat years and more, in our Industry, must realize that the "lean years", for the prosperous and successful ones, are just beginning. However, they will be less lean, if those who are an integral part of our Industry, will play a big part during this crisis, a part which will make it possible for the "Show to go on". Stars will have to be satisfied with wearing violets, in place of orchids, and the same metaphor is applicable to the business departments of Show Business! Pictures will have to go down in the costs of their production, distribution and exhibition. Educate the people to go to a picture show, two or three times a week, as they did when picture houses were an attraction. A million twenty-five cent pieces, totals more than 250,000 fifty-cent pieces. And we, who have good memories recall that in the motion picture days, before motion pictures became an Industry of Bankers, it was "a land of milk and honey" on dimes!

Attorney-General W. H. Price, speaking at Past Master's Night of Cameron L.O.L. 613, stated that the influence of U.S. Radio and films was a grave menace to British Ideals.

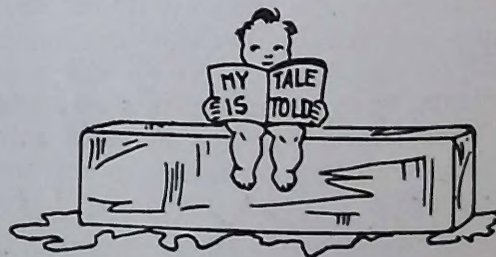
The Attorney-General asked that action be taken to protect Canada from this foreign propaganda, and for the Orange Order to enter into a virtual State of War on American Corruption.

FOLLOWING the Bill of Health, which His Lordship, Mr. Justice Garrow, gave to Motion Picture Interests in Canada, all American-controlled, the denunciation must have come as a surprise to the Industry.

No public official of the importance of the Attorney-General has ever launched so formidable an attack; and the result of the denunciation, which was supported by Mayor Stewart of the City of Toronto, may have repercussions of significant import!

"Michael and Mary," the Gainsborough picture, released in Canada, through Regal Films, had a line-up at the box-office during its second week run!

Toronto is talking about "Michael and Mary" and the boosters for British Films are availing themselves of the old time, "I told you so!"



Sir John Aird, financier, declares Radio advertising will fade out of picture